Downtown Parking and Mobility Management Plan

Draft Report Presentation

September 22, 2009

Agenda

- Review Project Scope
- Study Area
- Project Schedule
- Guiding Principles
- Draft Report Review
- Discussion and Questions

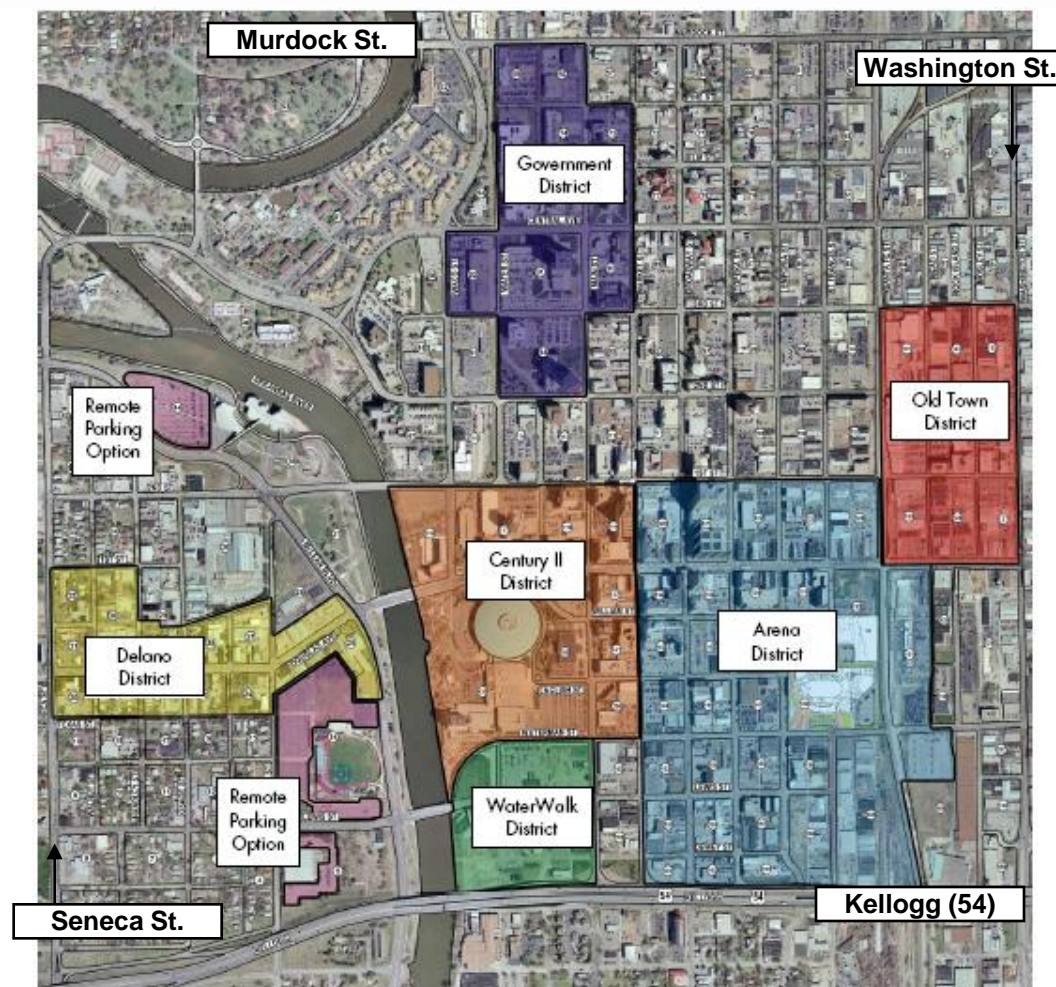Ideas for parking. SOLUTIONS FOR ℗EOPLE.®

Project Introduction and Scope

- Scope:
  - Parking Operations and Management
    - Daily Operations/Management
    - Special Events
  - Downtown Transportation and Access
   - Transportation Demand Management
  - Communications and Marketing

# Study Area

Preliminary Project Schedule

- Task 1: Review of Current Conditions
  - July 6 – July 24, 2009
  - Public Input: July 14 - 16
- Task 2: Parking and Mobility Guiding Principles
  - July 27 – August 14, 2009
  - Public Input: August 5 – 6 (survey)
- Task 3: Management Plan Development
  - August 17 – October 9, 2009
- Task 4: Final Report Development
  - October 12 – 23, 2009

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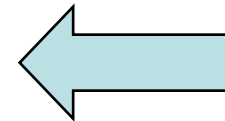
Guiding Principles

Organization/ Leadership
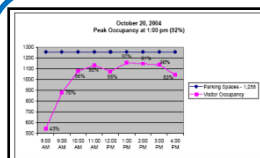
Planning/ Visioning/ Policy

Economic Development

Marketing/ Promotion

Integrated Access/Mobility Management

Sustainability

Customer Service

Leveraging Technology

**Effective Management**

Accountability Financial Mgmt. & Funding

Draft Report Review

- Areas of Focus
  - Organization and Management
    - System management and planning
  - Operations and Maintenance
    - Daily operations and maintenance
    - Signage and wayfinding
    - Safety and security
  - Marketing and Communications
  - Special Event Operations and Management
  - Transportation Demand Management
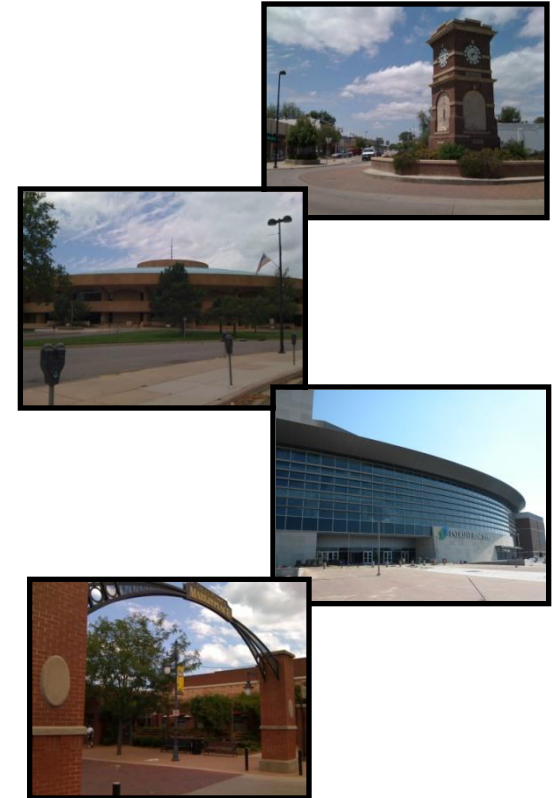
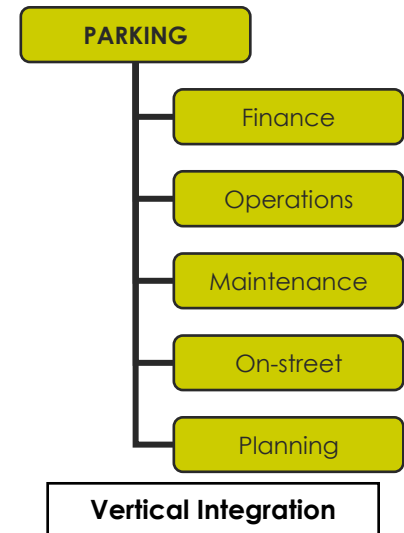# Organization, Management & Planning

- Current Challenges:
  - "Horizontally-integrated" parking system
    - Parking management spread across several departments
    - Uniform management difficult or impossible
  - Lack of uniform organization
  - Need for guiding principles
  - Lack of resources
  - Planning needs

| Parking | Finance | Operations | Maint. | On-street | Planning |

Horizontal Integration
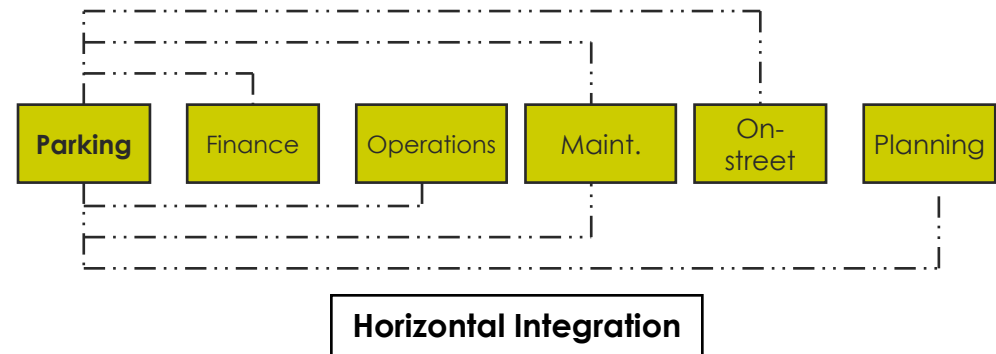
Organization, Management & Planning

- Solutions:
  - Approve a set of guiding principles
    - Involve the community in the process
  - Create a Downtown Parking District
    - Consolidate management
    - Consolidate resources
    - Use existing districts as sub-districts
    - Allocate all parking revenues to the district
    - Approve guidelines for implementing pay parking
    - Set flexible parking requirement (change zero requirement)

PARKING
- Finance
- Operations
- Maintenance
- On-street
- Planning

Vertical Integration

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Organization, Management & Planning

- Solutions:
  - Hire a Director of Downtown Parking
    - Responsible for the overall system (per 2007 Master Plan)
    - Full-time position
  - Ensure sufficient management information is available
    - Regular supply/demand updates
    - Parking technology upgrade
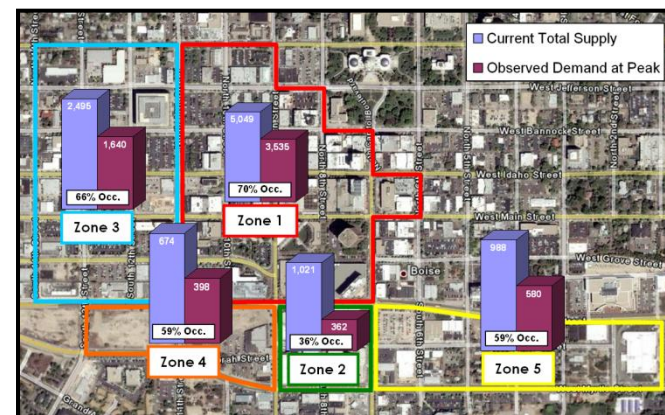
Organization, Management & Planning

- Solutions:
  - Improve parking system planning
    - Update parking code to encourage flexible requirements
    - First, improve use of existing supplies
    - Encourage the use of alternative modes of transportation
    - Add parking as necessary
      - Use recommended methodology
      - Encourage public/private partnerships
      - Use in-lieu fees
    - Create parking design guidelines

Operations and Maintenance

- Current Challenges:
  - Desire to improve system accountability
  - Inadequate revenue control equipment
  - Lot/facility maintenance needs to be improved
  - Pay parking is not consistent and misaligned (on-street vs. off-street)
  - Difficulties finding available parking (daily and monthly)
  - Concerns about accessible parking
  - Loss of "customer focus" in Ambassador program
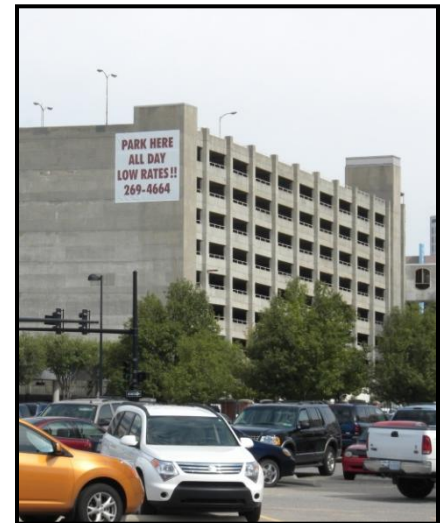
Operations and Maintenance

- Solutions:
  - Implement reasonable performance standards for the parking operator
    - Tight revenue controls (improved technology)
    - Timelines for reports
    - Periodic operations audits and facility reviews
    - Periodic customer surveys
    - Require accurate reporting of daily activities
    - Develop a parking operations manual

Operations and Maintenance

- Solutions:
  - Improve parking system customer service
  - Create a "parking clearinghouse" for monthly parking information
  - Ensure sufficient accessible parking is provided
    - Start with minimums, base on demand
    - Ensure pedestrian paths are accessible
  - Consider allowing valet parking in public right-of-ways

Operations and Maintenance

- Solutions:
  - Parking enforcement operations:
    - Make the Ambassador program part of a unified parking system
    - Improve customer service focus
    - Increase number of Ambassadors
    - Set performance standards
    - Provide evening and weekend coverage for events
    - Improve enforcement of accessible parking violations

Operations and Maintenance

- Solutions:
  - Parking Rates, Fees, and Fines
    - Conduct local parking rate surveys
    - Properly align on-street and off-street parking rates
    - Base pay parking implementations on utilization
    - Increase citation fines and use a tiered approach
    - Reevaluate the Old Town parking agreement
    - Work to cover parking system costs
    - Offer reasonable validation programs
    - Review rates annually
    - Charge for event parking – base rates on proximity

Operations and Maintenance

- Solutions:
  - Parking signage and wayfinding
    - Consider installing signage perpendicular to roadways
    - Include lot names and system logos
    - Remove or revise "unauthorized parking prohibited" signs
    - Encourage private lot owners to improve signs
    - Add directional signs on streets as needed
    - Consider illuminated signs in areas with evening activities
   - In future, consider variable-message and counts signs

Operations and Maintenance

- Solutions:
  - Parking safety and security
    - Investigate emergency call box options
    - Increase Ambassador presence
    - Use Crime Prevention Through Environmental Design standards
    - Paint structure interiors white
    - Conduct a downtown lighting study
    - Educate the public about parking safely
    - Team with local law enforcement

Operations and Maintenance

- Solutions:
  - Parking maintenance
    - Improve lot/facility maintenance
    - Conduct condition appraisals
    - Develop a lot/facility maintenance schedule
    - Establish a parking maintenance reserve
    - Improve pedestrian paths
    - Define performance measures
      - Field reviews
      - Maintenance logs
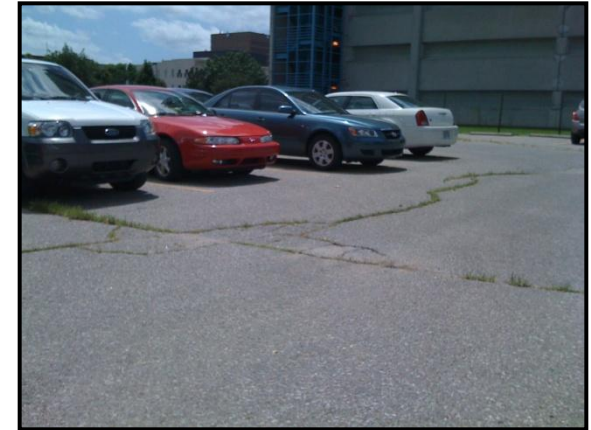
Marketing and Communications

- Current Challenges:
  - Perceptions of parking shortages
  - Need to educate public
  - Confusion about proper parking locations
  - Lack of available information
  - Splintered program makes community involvement difficult
 - Need marketing plan for events

Marketing and Communications

- Solutions:
  - Continue development of interactive map
  - Develop a parking system brand
  - Develop printed maps for visitors
  - Create a parking system website
  - Develop a campaign for events
    - Info to existing event goers
    - Press releases, spokespeople and FAQs
    - Advertising signage
    - Informational fliers and website info
    - Radio and print media

Event Operations & Management

- Current Challenges:
  - Parking for INTRUST Bank Arena
  - Concerns about a lack of parking
  - Frustration finding parking during events
  - Concerns about paying for parking
  - Walking distances
  - Coordination of event parking
  - Dealing with large and multiple events
  - Providing accessible parking and loading
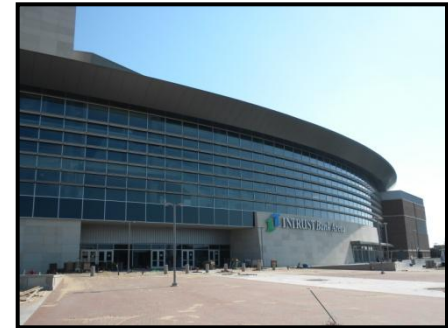
Event Operations & Management

- Solutions:
  - First, determine space needs (2007 Master Plan):
    - Arena events:
      - Small: 1,333 spaces
      - Medium: 2,667 spaces
      - Large: 5,000 spaces
    - Century II events:
      - Medium: 1,200 spaces
      - Large: 2,000 spaces
      - Some events could need more
    - Multiple events:
      - Shortages for weekday large events (770 to 1,570 spaces)

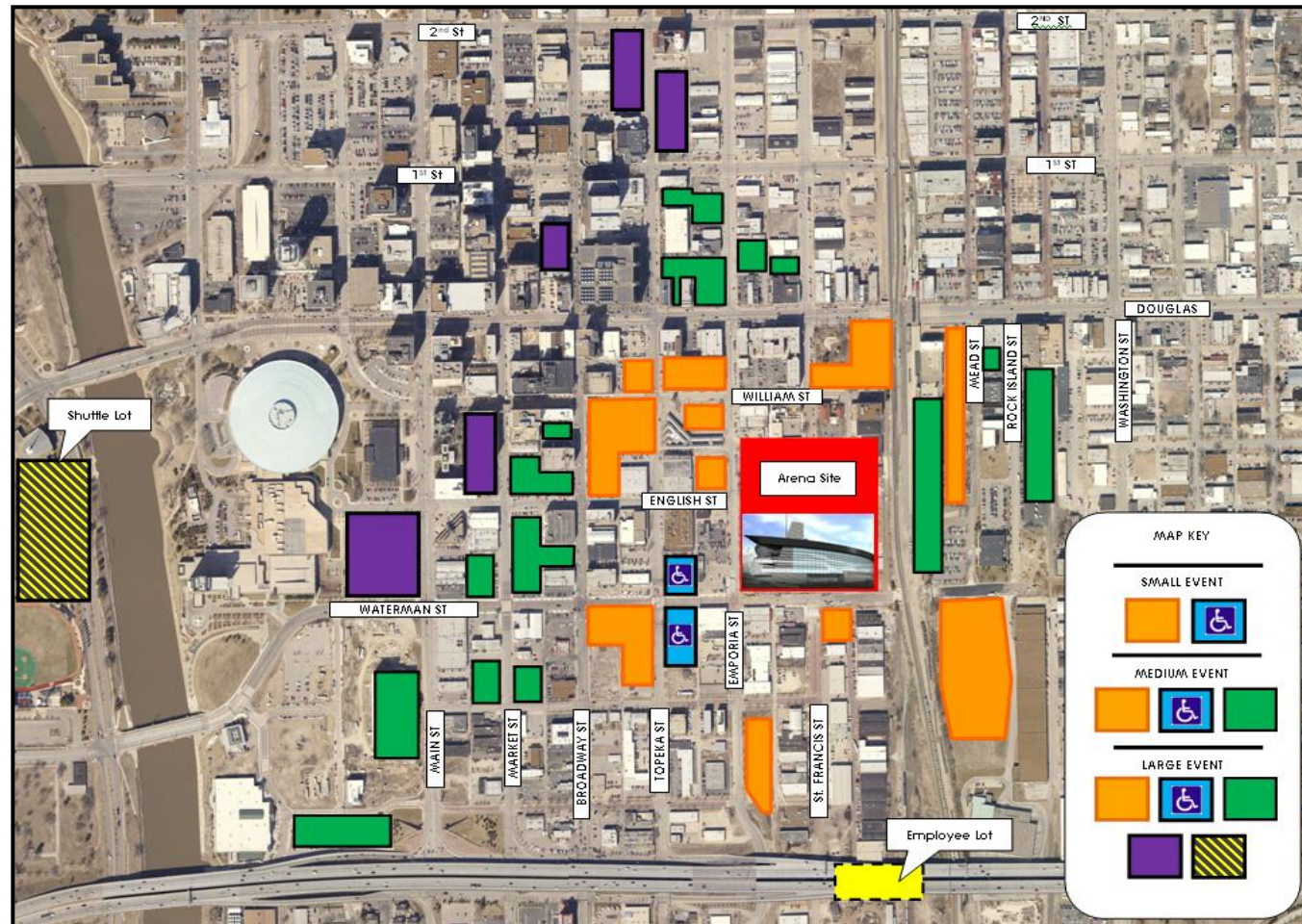# Event Operations & Management

- Solutions:
  - Secure adequate parking

Spaces Available at Weekday Peak:

Small Events – 1,994

Medium Events – 3,671
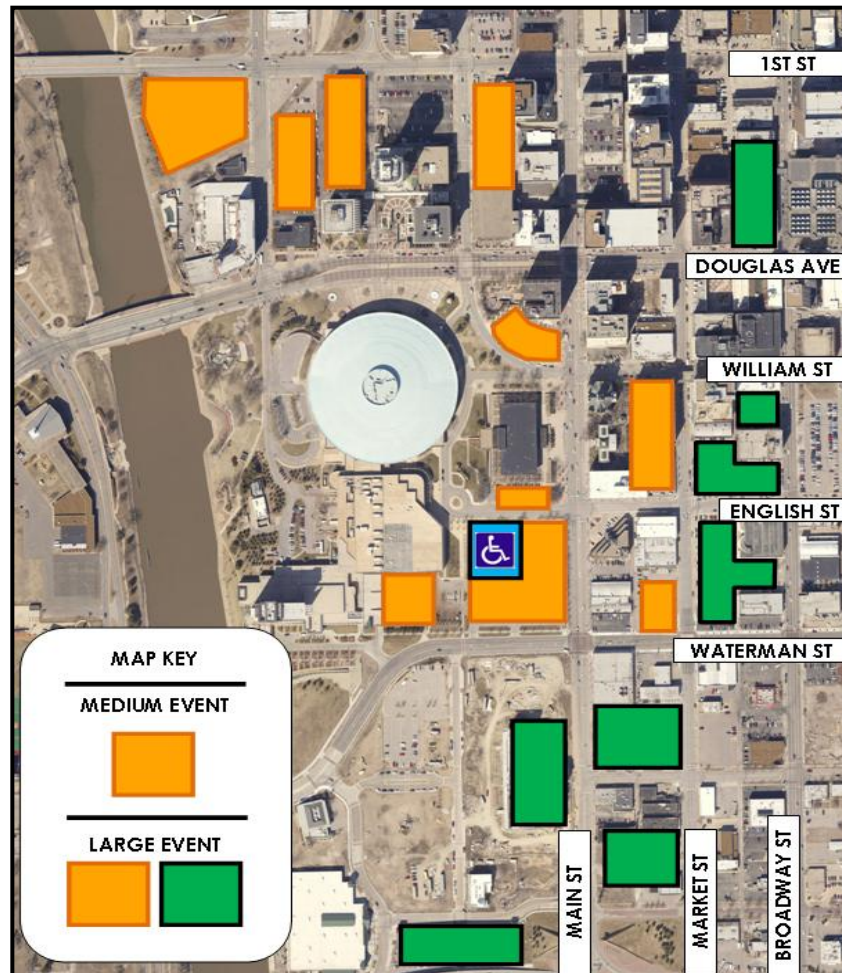
Large Events – 5,650

Event Operations & Management

- Solutions:
  - Secure adequate parking

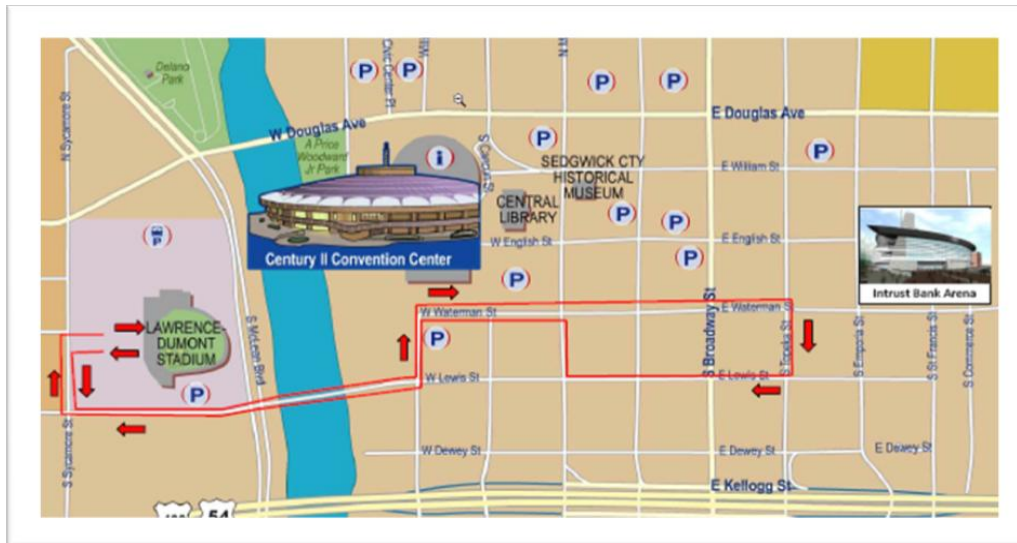**Spaces Available at <u>Weekday Peak:</u>**

Medium Events – 1,733

Large Events – 2,558

Event Operations & Management

- Solutions:
  - For a few large events each year, shuttles may be necessary (est. cost of $1,700 to $4,250 per event)

Arena Shuttle

Century II Shuttle

Event Operations & Management

- Solutions:
  - Estimated shuttle needs for a large arena event:

Shuttle All Passengers to Arena Event	
Parking Capacity	827
Peak Capacity	90%
Parking Utilized	744
Passengers per Vehicle	3
Total Patrons	2,233
Bus Capacity	56
Round Trip Length (Miles)	1.8
Average Bus Speed for Route (MPH)	12
Trip Travel Time (Minutes)	9
Load/Unload/Dwell (Minutes)	6
Total Round Trip Time (Minutes)	15
Round Trips per Bus per Hour	4
Passengers per Bus	53
Passengers Moved per Bus per Hour	212
Time Period Used to Shuttle Passengers (Hours)	1.5
Buses Required	7

Shuttle All Passengers from Arena Event	
Parking Capacity	827
Peak Capacity	90%
Parking Utilized	744
Passengers per Vehicle	3
Total Patrons	2,233
Bus Capacity	56
Round Trip Length (Miles)	1.8
Average Bus Speed for Route (MPH)	12
Trip Travel Time (Minutes)	9
Load/Unload/Dwell (Minutes)	6
Total Round Trip Time (Minutes)	15
Round Trips per Bus per Hour	4
Passengers per Bus	53
Passengers Moved per Bus per Hour	212
Time Period Used to Shuttle Passengers (Hours)	1
Buses Required	11

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Event Operations & Management

- Solutions:
  - Pre-event planning (detailed plans provided):
    - Acquire sufficient parking
    - Secure operator services
    - Coordinate management with key groups (venues, police, etc.)
    - Determine pre-sell pass locations and amounts
    - Coordinate shuttle needs for large events
    - Purchase equipment (barricades, signs, radios, etc.)
    - Determine traffic needs (signs, closures, drop-off zone)
    - Establish accessible parking areas
    - Address Old Town parking concerns

Event Operations & Management

- Solutions:
  - During events:
    - Provide adequate supervision
    - Coordinate with traffic, police, and event venues
    - Collect parking fees and passes
    - Provide traffic direction
    - Close lots as they fill, direct patrons to next closest lot
    - In future, consider using handheld parking computers
  - Post event:
    - Reconcile and deposit revenues
    - Meet with staff and others to review activities

Transportation Demand Management

- Challenges:
  - Plentiful parking and low fees/rates
  - Desire to use alternative modes is generally weak (88% drive alone)
  - Concern about walking distances
  - Lack of familiarity with transit
  - Shuttles may not operate late enough (Q-line)

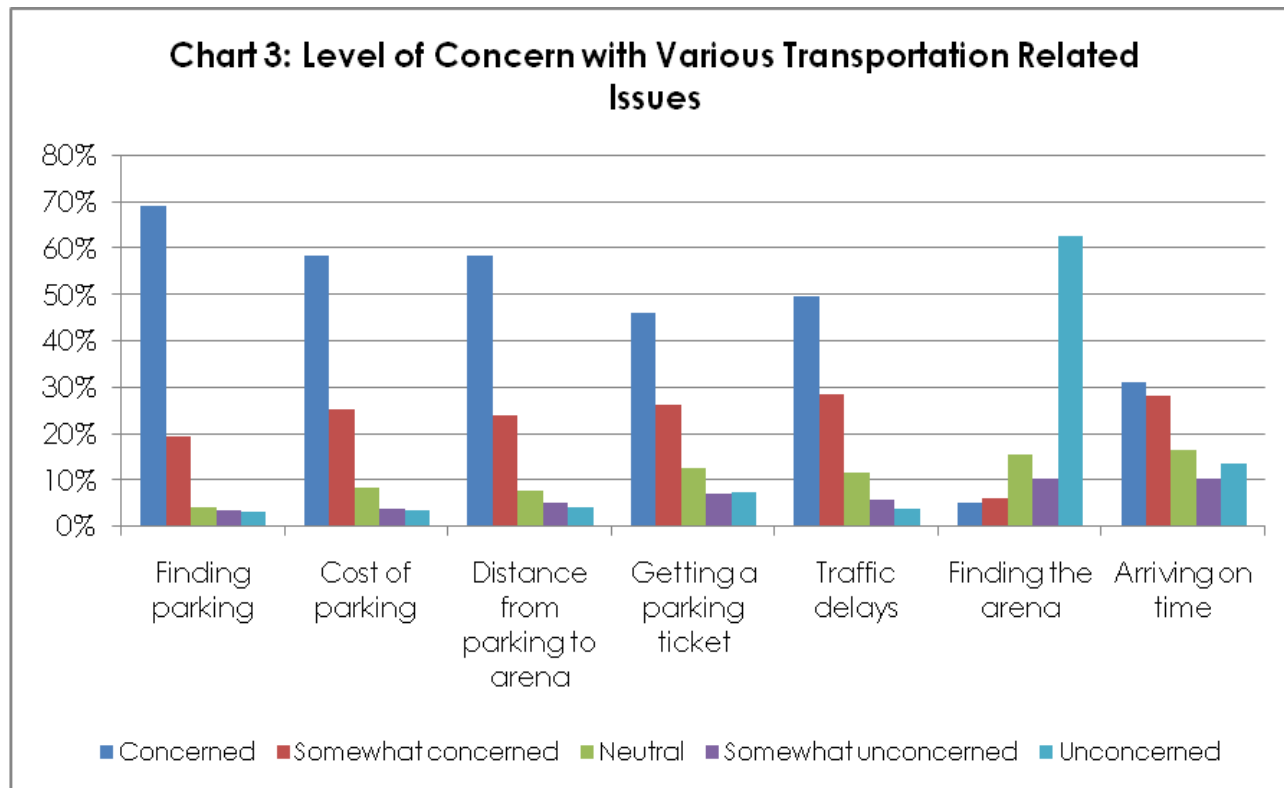| Mode	Mode Share
Drive Alone	88.0%
Carpool	9.3%
Bus	0.7%
Bike	0.3%
Walk	0.9%
Work from Home	0.1%
Other	0.5%

Current Mode Split

Transportation Demand Management

- Event Attendee Survey
  - 3,178 responses
  - Lessons learned:
    - High level of carpooling anticipated (83% today)
    - Use of alternative modes may increase with pay parking
    - Attendees appear price sensitive
    - Event attendees may chose to walk further to reduce parking charges
    - The community is concerned about event parking

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Transportation Demand Management

Chart 3: Level of Concern with Various Transportation Related Issues

Transportation Demand Management

- Solutions:
  - Programs for Event Attendees
    - Provide secure bicycle parking
    - Provide bicycle lanes
    - Encourage carpooling
      - Reduced parking rates (revenue control concern)
      - Reserved spaces (operational issues)
    - Free transit passes
    - Encourage parking in event lots and then visit Old Town
      - Old Town coupon program
      - Shuttles and/or pedicabs

Transportation Demand Management

- Solutions:
  - Programs for Downtown Employees
    - Due to limited support and demand, a full-scale employee focused TDM program is not recommended
    - Targeted programs could be successful
    - Focused Incentive Program
      - Incentives for employees near event venues to leave cars at home
    - "Leave Your Car at Work" Program
      - Encourage employees that do drive to walk to venues if they attend events

Next Steps

- Preliminary draft report on city website Sept. 22
- Draft report review and comment Sept. 22 – Oct. 9
- Public open house on Sept. 29
- Develop final report Oct. 9 – Oct. 23
- Final report presentation Oct. 20

Downtown Wichita Parking and Mobility Management Plan

Thank You!

Questions?